Youth Xchange 2011 Sponsored Category:

@21 project...

Do you know that a large number of kids under 21 got their alcohol from their parents or from older friends? Do you know that many adults or parents always feel alcohol is the only way to have a good time, even at home? (e.g. celebrating graduation, tailgating before sports games, celebrating holidays, celebrating birthdays, etc.)

Greate a 60 recond (or less) Public Service Announcement ("PSA") video addressing the question of "We don't need to drink to have fun – why do you?" Some ideas to explore ...

- What healthier ways can you celebrate with friends and family without alcohol, and still have a great time?
- Alcohol is not glamorous, even when you are an adult
- What kinds of mixed messages are you getting from grown ups regarding drinking?

Remember: we are NOT looking for entries that simply show some horrific images of traffic accidents as a result of drinking and driving.

All entries will be posted on the project @21 website: www.youthalcoholprevention.com. Finalists are invited to the Youth Xchange gala awards ceremony! Selected entries will potentially be aired on local TV stations during Alcohol Awareness Month in April of 2011.

This category is sponsored by:

@21 project is made possible by funding through the Department of Health, Alcohol & Drug Abuse Division, as part of the Strategic Prevention Framework State Incentive Grant (SPF-SIG).



For more information about @21 project, contact Wiwik Bunjamin-Mau at wbunjaminmau@honolulu.gov or visit www.youthalcoholprevention.com

All entries must be submitted by Tuesday, March 1, 2011



Mail or deliver to 'Ōlelo Community Media Youth Xchange Video Competition 1122 Māpunapuna St., Honolulu, HI 96819

Visit <u>www.olelo.org/yxc</u> for contest updates

